

FOR IMMEDIATE RELEASE

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Salisbury Police Officers and Salisbury Firefighters Hold Third Annual "Up on the Rooftop" Toy Drive at Krispy Kreme

Emergency Service Workers Volunteer Weekend Time to Secure "Toys for Tots" Donations for Children in Need

Salisbury, NC_December 2, 2010 – The Salisbury Police and Salisbury Fire Departments announced today that police officers and firefighters will spend the weekend of Friday, December 10 through Sunday, December 12 on the roof of the local Krispy Kreme Doughnuts establishment. Volunteers will brave the winter elements to solicit donations for the Toys for Tots Program, sponsored nationally by the Marine Corps Reserve. The event marks the third annual "Up on the Rooftop" Toy Drive to be conducted at Krispy Kreme Doughnuts by Salisbury's police and fire departments. Citizens wishing to support the Toys for Tots cause are asked to bring new, unwrapped toys or monetary donations to the Krispy Kreme Doughnuts location, 1428 West Innes Street.

The vigil will commence at approximately 6 am on Friday, December 10. Police officers and firefighters will remain "up on the rooftop" until Sunday December 12 at approximately 3 pm. Mayor Susan Kluttz, speaking on behalf of the Salisbury City Council offers, "For more than sixty years, the Toys for Tots Foundation has offered a message of hope to less fortunate children through the gift of a new toy at Christmas. As families struggle with unemployment and our nation's economy, I sincerely applaud our dedicated police and fire departments for their continued commitment to our local youth. Each year, this toy drive provides many cherished memories as it offers the opportunity for all children to be remembered during the holiday season."

Krispy Kreme Doughnuts will remain open 24 hours on both Friday and Saturday in support of the toy drive. Citizens can look for the "hot light" to stay on all night and will receive free doughnut coupons as they stop by to make a donation to Toys for Tots over the weekend. In addition, Santa Claus and "The Grinch" will offer periodic site visits to provide support for volunteers and to encourage citizen donations. Salisbury Police Chief Rory Collins shares, "This outstanding event provides a positive community partnership between our police and fire emergency service responders. By providing the gift of a new toy to a less-fortunate youth, we strive to send the message that our community truly cares. Our goal is to positively impact and acknowledge these children by helping to build self-esteem and instill confidence so that each child may develop into an industrious, caring, and responsible citizen."

Chief Bob Parnell of the Salisbury Fire Department notes that he is proud of the continued camaraderie between the two departments and the opportunity that the toy

drive provides for local families. "Each year, our police officers and firefighters join forces to offer this exciting toy drive and to assist local youth in need. The event also offers a wonderful opportunity for parents to involve their children. By allowing children to assist in picking out a new game, toy, or book to utilize as a donation, the entire family can experience the season of giving together while making the holidays brighter for a local child."

Citizens may make checks payable to the Toys for Tots Foundation. All monetary donations (including cash, checks and gift cards), will be turned over to the Toys for Tots program for additional toy purchases. Donations for boys and girls, infant to fifteen years, will be collected with 100% of all donations supporting area children in need. Master Police Officer Mark Shue, one of the chief organizers of the event, notes that the outpouring of local support has been outstanding over the past two years. Shue provides, "I am constantly amazed at the generosity of our citizens and their compassion for local youth. I look forward to our third annual toy drive, as together; we continue to create holiday happiness for kids." For more information, citizens are asked to contact Officer Shue at 704-202-1308.

The City of Salisbury is an equal opportunity employer with over 180 different job classifications and more than 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov. To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at <http://twitter.com/CitySalisburyNC>.

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